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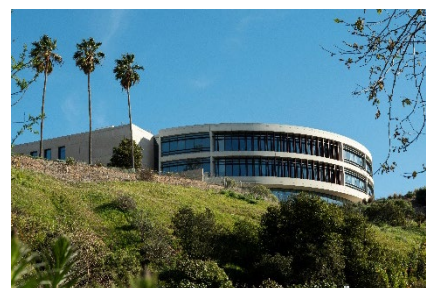
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Loyola Marymount University

HOUSING REPORT

2019 LOS ANGELES PUBLIC OPINION SURVEY REPORT



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ABOUT US

LOYOLA MARYMOUNT UNIVERSITY

LMU is a private Catholic university with 6,250 undergraduates, 2,150 graduate students and 1,100 law students from diverse backgrounds and many perspectives. Our seven colleges and schools boast best-in-the-nation programs in film and television, business, education and more. Our stunning campus in West Los Angeles is a sun-soaked oasis overlooking the Pacific coast and a model of sustainability. We're rooted in the heart of Los Angeles, a global capital for arts and entertainment, innovation and technology, business and entrepreneurship. Our mission is grounded in a centuries-old Jesuit educational tradition that produces extraordinary men and women dedicated to service and social justice. We're proud of more than 92,000 LMU alumni whose professional achievements are matched by a deep commitment to improving the lives of others. For more LMU news and events, please visit www.lmu.edu/news.

The Thomas and Dorothy Leavey Center for the Study of Los Angeles (StudyLA) at Loyola Marymount University is one of the leading undergraduate research centers in the nation. We are a respected leader in public opinion surveys, exit polling, and leadership and community studies. Founded in 1996, StudyLA conducts groundbreaking research through its LA Votes exit poll project, LA Riots Anniversary Studies, and LA Public Opinion and Leaders Surveys. We provide rigorous, mentored research experiences for undergraduate students at Loyola Marymount University with an emphasis on hands-on field research. As the preamble to the LMU mission states, "We benefit from our location in Los Angeles, a dynamic city that brings into sharp focus the issues of our time and provides an ideal context for study, research, creative work, and active engagement. We invite men and women diverse in talents, interests, and cultural backgrounds to enrich our educational community." StudyLA brings this mission alive, taking pride in our work's emphasis on understanding and communicating the issues of our time.

For more information about the results or methodology from this or other datasets from the Center for the Study of Los Angeles, please contact Brianne Gilbert, Associate Director, at brianne.gilbert@lmu.edu.

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ABOUT THIS STUDY

The annual Los Angeles Public Opinion Survey conducted by StudyLA involved 20-minute telephone sessions and online surveys with more than 2,000 adults (1,200 phone and 800 online) living in Los Angeles County. This sample includes 1,008 adults living in the City of Los Angeles. The following report focuses on the results of the City of LA survey respondents. Respondents were asked about quality-of-life perceptions, personal economic wellbeing, economic concerns, overall life satisfaction, and various civic issues. The margin of error is $\pm 3.0\%$ for the entire sample.

RECOMMENDED CITATION

Guerra, Fernando J., Gilbert, Brianne, Vizireanu, Mariya, & Alex Kempler (2019). Housing Report: 2019 Los Angeles Public Opinion Survey Report. Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, Los Angeles, California.

ABOUT THIS REPORT

The following report consists of three sections: (1) topline and report summary, (2) crosstabs, and (3) demographic section for the City of Los Angeles respondents.

QUESTION(S) INCLUDED IN THIS REPORT

Do you think a majority of residents can afford to buy a home in your city or area? Yes/No

With which statement do you most agree? The state of California should force cities to build more housing OR Housing approvals should remain with a city

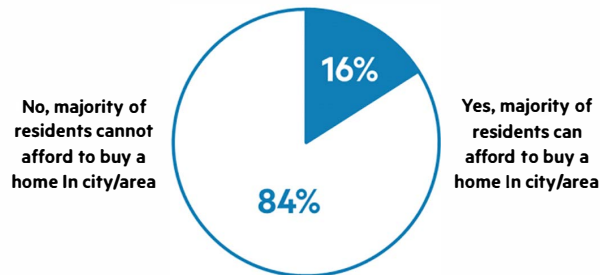
On the issue of neighborhood development, with which side do you most closely identify? Not in my back yard/Yes in my back yard

On the issue of gentrification, with which side do you most closely identify? Good thing/Bad thing

TOPLINES

Angelenos dim on housing affordability

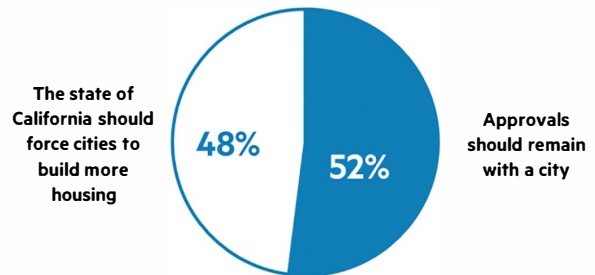
More than eight in ten Angelenos living in the city believe that a majority of their fellow residents cannot afford to buy a home in Los Angeles. The sentiment is shared by the rest of LA County.



Source: 2019 Los Angeles Public Opinion Survey of 507 adult City of Los Angeles residents conducted January 2019. Question: Do you think a majority of residents can afford a home in your city or area? Yes | No.

City residents split on housing development

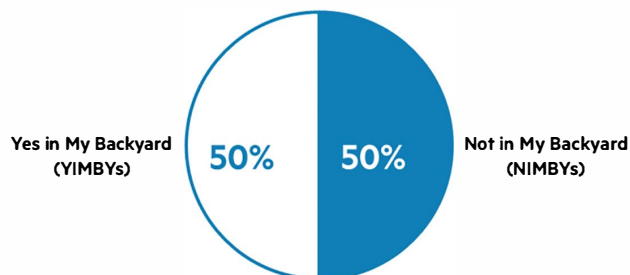
When asked whether they think state of California should force cities to build more housing or that housing approvals should remain with a city, city of LA residents are split down the middle.



Source: 2019 Los Angeles Public Opinion Survey of 507 adult City of Los Angeles residents conducted January 2019. Question: With which statement do you most agree? The state of California should force cities to build more housing | housing approvals should remain with a city.

Angelenos split on neighborhood development

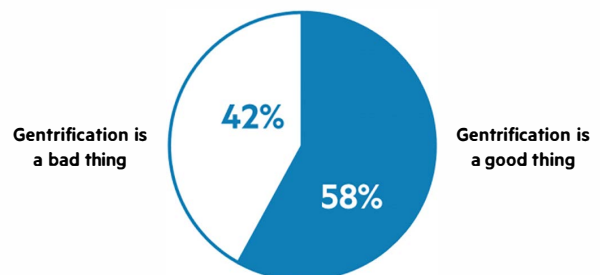
When asked whether or not they most identify with NIMBY or YIMBY ideology, the City of LA residents are once again divided. Note that this split is the same for the rest of LA County residents.



Source: 2019 Los Angeles Public Opinion Survey of 1008 adult City of Los Angeles residents conducted January 2019. Question: On these issue of neighborhood development, with which side do you most closely identify? Not in my backyard | Yes in my backyard.

City residents lean slightly towards gentrification

More than half of City of LA residents consider gentrification a good thing. Meanwhile, the rest of LA County residents are split more evenly on the issue.



Source: 2019 Los Angeles Public Opinion Survey of 1008 adult City of Los Angeles residents conducted January 2019. Question: On the issue of gentrification, with which side you most closely identify? Gentrification is a good thing | Gentrification is a bad thing.

CROSSTABS: HOME AFFORDABILITY

Do you think a majority of residents can afford to buy a home in your city or area?

	City of LA	Rest of LA County
Yes	16.1	20.1
No	83.9	79.9
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1006 respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	North Valley APC	South Valley APC	Central APC	East Los Angeles APC	South Los Angeles APC	West Los Angeles APC	Harbor APC
Yes	11.7	18.0	16.7	8.2	27.0	6.1	7.1
No	88.3	82.0	83.3	91.8	73.0	93.9	92.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1006 respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	English	Spanish	Mandarin	Korean
Yes	15.8	20.2	12.0	3.6
No	84.2	79.8	88.0	96.4
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	Black	Asian	White	Latina/o	Other
Yes	10.8	9.4	23.0	14.8	5.1
No	89.2	90.6	77.0	85.2	94.9
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	No children in household	One or more children in household
Yes	11.2	23.4
No	88.8	76.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	18-29	30-44	45-64	65+
Yes	25.4	21.0	5.4	11.4
No	74.6	79.0	94.6	88.6
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	Rent home	Own home
Yes	15.0	17.7
No	85.0	82.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	Working full-time	Working part-time	Student	Homemaker	Retired	Self-employed	Not working
Yes	21.5	16.4	12.7	20.8	8.0	6.0	15.1
No	78.5	83.6	87.3	79.2	92.0	94.0	84.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	Union household	Non-union household
Yes	17.2	15.5
No	82.8	84.5
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	Single	Married/domestic partnership	Divorced/separated/widowed
Yes	16.0	15.8	17.5
No	84.0	84.2	82.5
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	Liberal	Moderate	Conservative
Yes	19.3	11.6	17.6
No	80.7	88.4	82.4
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	Registered to vote	Not registered to vote
Yes	15.0	20.0
No	85.0	80.0
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	High school or less	College degree	Graduate degree
Yes	13.7	17.6	22.1
No	86.3	82.4	77.9
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	Lived here 5 years or less	Lived here 6-15 years	Lived here 16-25 years	Lived here 25+ years
Yes	36.3	31.1	23.5	5.2
No	63.7	68.9	76.5	94.8
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	Under \$40K	\$40K-<\$70K	\$70K-<\$100K	\$100K-<\$150K	\$150K+
Yes	13.4	17.2	14.1	30.8	17.0
No	86.6	82.8	85.9	69.2	83.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	Upper class	Middle class	Lower class
Yes	36.7	10.5	10.6
No	63.3	89.5	89.4
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	Male	Female
Yes	17.7	14.3
No	82.3	85.7
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you think a majority of residents can afford to buy a home in your city or area?

	Identify as LGBTQ	Do not identify as LGBTQ
Yes	41.6	13.6
No	58.4	86.4
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

CROSSTABS: HOUSING APPROVALS

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	City of LA	Rest of LA County
State should force cities	51.7	41.7
Approvals remain with a city	48.3	58.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1006 respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	North Valley APC	South Valley APC	Central APC	East Los Angeles APC	South Los Angeles APC	West Los Angeles APC	Harbor APC
State should force cities	56.7	39.9	52.6	50.5	58.7	35.1	77.5
Approvals remain with a city	43.3	60.1	47.4	49.5	41.3	64.9	22.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1006 respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	English	Spanish	Mandarin	Korean
State should force cities	48.9	72.3	16.8	38.8
Approvals remain with a city	51.1	27.7	83.2	61.2
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	Black	Asian	White	Latina/o	Other
State should force cities	52.5	41.5	38.0	60.3	88.7
Approvals remain with a city	47.5	58.5	62.0	39.7	11.3
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	No children in household	One or more children in household
State should force cities	51.0	52.9
Approvals remain with a city	49.0	47.1
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	18-29	30-44	45-64	65+
State should force cities	53.8	55.1	50.8	45.3
Approvals remain with a city	46.2	44.9	49.2	54.7
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	Rent home	Own home
State should force cities	60.0	41.4
Approvals remain with a city	40.0	58.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	Working full-time	Working part-time	Student	Homemaker	Retired	Self-employed	Not working
State should force cities	50.1	54.6	58.9	56.6	48.8	51.9	51.8
Approvals remain with a city	49.9	45.4	41.1	43.4	51.2	48.1	48.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	Union household	Non-union household
State should force cities	50.6	52.0
Approvals remain with a city	49.4	48.0
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	Single	Married/domestic partnership	Divorced/separated/widowed
State should force cities	51.1	51.1	57.0
Approvals remain with a city	48.9	48.9	43.0
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	Liberal	Moderate	Conservative
State should force cities	52.0	53.1	46.1
Approvals remain with a city	48.0	46.9	53.9
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	Registered to vote	Not registered to vote
State should force cities	49.4	60.5
Approvals remain with a city	50.6	39.5
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	High school or less	College degree	Graduate degree
State should force cities	59.3	43.3	42.9
Approvals remain with a city	40.7	56.7	57.1
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	Lived here 5 years or less	Lived here 6-15 years	Lived here 16-25 years	Lived here 25+ years
State should force cities	56.8	62.5	51.8	48.4
Approvals remain with a city	43.2	37.5	48.2	51.6
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	Under \$40K	\$40K-<\$70K	\$70K-<\$100K	\$100K-<\$150K	\$150K+
State should force cities	59.3	46.8	53.3	45.1	38.8
Approvals remain with a city	40.7	53.2	46.7	54.9	61.2
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	Upper class	Middle class	Lower class
State should force cities	41.3	52.4	56.2
Approvals remain with a city	58.7	47.6	43.8
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	Male	Female
State should force cities	48.6	55.0
Approvals remain with a city	51.4	45.0
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

With which statement do you most agree? The state of California should force cities to build more housing OR housing approvals should remain with a city

	Identify as LGBTQ	Do not identify as LGBTQ
State should force cities	55.5	51.0
Approvals remain with a city	44.5	49.0
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 507 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

CROSSTABS: NEIGHBORHOOD DEVELOPMENT

On the issue of neighborhood development, with which side do you most closely identify?

	City of LA	Rest of LA County
Not in my backyard	49.9	49.4
Yes in my backyard	50.1	50.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2008 respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	North Valley APC	South Valley APC	Central APC	East Los Angeles APC	South Los Angeles APC	West Los Angeles APC	Harbor APC
Not in my backyard	59.9	53.4	39.5	58.0	42.4	49.6	52.4
Yes in my backyard	40.1	46.6	60.5	42.0	57.6	50.4	47.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2008 respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	English	Spanish	Mandarin	Korean
Not in my backyard	52.5	43.8	27.1	24.6
Yes in my backyard	47.5	56.2	72.9	75.4
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	Black	Asian	White	Latina/o	Other
Not in my backyard	50.9	45.4	49.4	51.7	51.3
Yes in my backyard	49.1	54.6	50.6	48.3	48.7
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	No children in household	One or more children in household
Not in my backyard	47.4	53.4
Yes in my backyard	52.6	46.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	18-29	30-44	45-64	65+
Not in my backyard	53.4	49.2	51.0	42.0
Yes in my backyard	46.6	50.8	49.0	58.0
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	Rent home	Own home
Not in my backyard	48.4	51.7
Yes in my backyard	51.6	48.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	Working full-time	Working part-time	Student	Homemaker	Retired	Self-employed	Not working
Not in my backyard	49.9	55.2	53.4	60.0	49.5	26.1	56.2
Yes in my backyard	50.1	44.8	46.6	40.0	50.5	73.9	43.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	Union household	Non-union household
Not in my backyard	49.1	50.2
Yes in my backyard	50.9	49.8
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	Single	Married/domestic partnership	Divorced/separated/widowed
Not in my backyard	55.1	47.3	45.3
Yes in my backyard	44.9	52.7	54.7
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	Liberal	Moderate	Conservative
Not in my backyard	48.6	50.1	53.0
Yes in my backyard	51.4	49.9	47.0
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	Registered to vote	Not registered to vote
Not in my backyard	49.0	53.3
Yes in my backyard	51.0	46.7
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	Lived here 5 years or less	Lived here 6-15 years	Lived here 16-25 years	Lived here 25+ years
Not in my backyard	50.5	42.9	52.6	50.4
Yes in my backyard	49.5	57.1	47.4	49.6
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	Under \$40K	\$40K-<\$70K	\$70K-<\$100K	\$100K-<\$150K	\$150K+
Not in my backyard	49.4	53.6	53.8	44.5	43.7
Yes in my backyard	50.6	46.4	46.2	55.5	56.3
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	Upper class	Middle class	Lower class
Not in my backyard	46.3	52.3	50.1
Yes in my backyard	53.7	47.7	49.9
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	Male	Female
Not in my backyard	46.2	53.1
Yes in my backyard	53.8	46.9
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of neighborhood development, with which side do you most closely identify?

	Identify as LGBTQ	Do not identify as LGBTQ
Not in my backyard	54.0	49.1
Yes in my backyard	46.0	50.9
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

CROSSTABS: GENTRIFICATION

On the issue of gentrification, with which side do you most closely identify?

	City of LA	Rest of LA County
Good thing	57.5	53.6
Bad thing	42.5	46.4
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2008 respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	North Valley APC	South Valley APC	Central APC	East Los Angeles APC	South Los Angeles APC	West Los Angeles APC	Harbor APC
Good thing	60.7	51.3	66.4	52.9	55.5	61.3	43.9
Bad thing	39.3	48.7	33.6	47.1	44.5	38.7	56.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2008 respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	English	Spanish	Mandarin	Korean
Good thing	56.5	67.7	93.8	35.9
Bad thing	43.5	32.3	6.2	64.1
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	Black	Asian	White	Latina/o	Other
Good thing	54.1	56.1	60.3	54.9	91.0
Bad thing	45.9	43.9	39.7	45.1	9.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	No children in household	One or more children in household
Good thing	59.3	54.9
Bad thing	40.7	45.1
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	18-29	30-44	45-64	65+
Good thing	53.3	59.9	58.6	61.1
Bad thing	46.7	40.1	41.4	38.9
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	Rent home	Own home
Good thing	55.7	60.3
Bad thing	44.3	39.7
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	Working full-time	Working part-time	Student	Homemaker	Retired	Self-employed	Not working
Good thing	60.9	65.3	46.1	41.9	57.0	48.4	57.5
Bad thing	39.1	34.7	53.9	58.1	43.0	51.6	42.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	Union household	Non-union household
Good thing	57.5	57.7
Bad thing	42.5	42.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	Single	Married/domestic partnership	Divorced/separated/widowed
Good thing	54.7	61.3	54.5
Bad thing	45.3	38.7	45.5
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	Liberal	Moderate	Conservative
Good thing	58.0	58.4	55.8
Bad thing	42.0	41.6	44.2
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	Registered to vote	Not registered to vote
Good thing	58.6	53.5
Bad thing	41.4	46.5
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	High school or less	College degree	Graduate degree
Good thing	54.8	58.5	65.5
Bad thing	45.2	41.5	34.5
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	Lived here 5 years or less	Lived here 6-15 years	Lived here 16-25 years	Lived here 25+ years
Good thing	52.2	63.5	55.2	58.3
Bad thing	47.8	36.5	44.8	41.7
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	Under \$40K	\$40K-<\$70K	\$70K-<\$100K	\$100K-<\$150K	\$150K+
Good thing	53.5	58.9	62.9	60.8	62.3
Bad thing	46.5	41.1	37.1	39.2	37.7
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	Upper class	Middle class	Lower class
Good thing	66.1	56.9	53.6
Bad thing	33.9	43.1	46.4
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	Male	Female
Good thing	61.9	53.1
Bad thing	38.1	46.9
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

On the issue of gentrification, with which side do you most closely identify?

	Identify as LGBTQ	Do not identify as LGBTQ
Good thing	66.3	56.5
Bad thing	33.7	43.5
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1008 city of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Appendix

2019 PUBLIC OPINION SURVEY METHODOLOGY

As part of Forecast LA's unique approach to forecasting in the Los Angeles region, the Center for the Study of Los Angeles conducted an outlook survey. The Los Angeles Public Opinion Survey involved 20-minute telephone sessions and online surveys with more than 2,000 adults (phone and online) living in Los Angeles County. Survey respondents were asked about quality-of-life perceptions, personal economic wellbeing, economic concerns, overall life satisfaction, and various civic issues.

The survey included questions asked of the entire sample (2,008 respondents), a battery of questions (splitting the total sample in half), and additional questions asked at the start of the survey only (295 respondents; margin of error is $\pm 6.0\%$). The following methodology and demographic breakdowns are for the full survey sample.

SAMPLING

Since the primary purpose of this study was to gather representative input from adult residents within the Los Angeles region, an initial random digit dial (RDD) sample was employed. The RDD sample was drawn by determining the active phone exchanges (the first three numbers of a seven-digit phone number) and blocks within a given sampling area (in this case, by the zip codes that comprise the county). A random list of all active residential and cell phone numbers in the area was produced. This method included both listed and unlisted phone numbers. Listed samples were used to meet particular quotas for racial/ethnic categories and geographic location.

The online portion was comprised of responses from double opt-in respondents who have agreed to participate in surveys. Real-time sampling and survey publishing services were also used to target respondents outside of the initial reach. Finally, listed samples were used to fill gaps within racial/ethnic and geographic quotas. For all methods, adult respondents in LA County were targeted and then randomly selected within their group.

SCREENERS

The protocol for this study involved asking potential respondents a series of questions, referred to as screeners, which were used to ensure that the person lived within the county and was at least 18 years old. The target sample size was 1,000 residents from the city of Los Angeles and 1,000 residents from Los Angeles County who live outside the city of LA. The first quota was a random digit dialing of approximately 475 residents (with 80% cell phone). The online survey ran concurrently with a target sample size of 800 respondents. The remaining racial/ethnic and geographic quotas were determined based on the fallout: 350 African American residents, 500 Asian residents, and 400 residents from the San Fernando Valley (only within the city of Los Angeles). Given the demographic proportion of Latino/a and white residents in the region, as expected, both groups naturally fell out from the initial wave of online and phone respondents.

DATA COLLECTION

Telephone surveys were conducted the first four full weeks in January 2019 and first two weeks in February between the hours of 4:30pm and 9pm during the week, 10am to 4pm on Saturday, and 12am to 5pm on Sunday. The survey was translated into Spanish, Mandarin, and Korean. Translators who spoke Spanish, Mandarin, and Korean were available to conduct interviews for residents who only spoke, or were more comfortable speaking any of those languages. The online survey ran concurrent with the phone survey and were available in both English and Spanish.

The margin of error is $\pm 3.0\%$ for the entire sample of 2,008 residents, not adjusted for weighting or design effects. The 2,008 responses collected for this survey were weighted based on respondents' self-identified racial and ethnic group, gender, age, and geographic location matching them to the most recently available population parameters from the American Community Survey (ACS) estimates.

DEMOGRAPHICS: CITY OF LA

Survey language

	Unweighted frequencies	Weighted percentages
English	770	78.9
Spanish	108	16.4
Mandarin	40	1.6
Korean	90	3.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Age categories

	Unweighted frequencies	Weighted percentages
18-29	181	25.2
30-44	217	29.4
45-64	244	30.6
65+	322	14.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Race/ethnicity

	Unweighted frequencies	Weighted percentages
Black	181	9.6
Asian	267	13.1
White	277	31.3
Latina/o	259	43.9
Other	8	2.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you rent your home, are you buying it with a mortgage, or is it entirely paid for?

	Unweighted frequencies	Weighted percentages
Rent home	518	56.6
Own home	475	43.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

How would you describe your current work status: working full-time, working part-time, student, homemaker, fully-retired, semi-retired, self-employed, or not working?

	Unweighted frequencies	Weighted percentages
Working full-time	313	39.6
Working part-time	116	14.5
Student	46	5.1
Homemaker	50	6.0
Retired	338	18.4
Self-employed	66	8.3
Not working	73	8.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Is someone in your household a member of a union?

	Unweighted frequencies	Weighted percentages
Union household	201	21.2
Non-union household	795	78.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Are you currently single, married, divorced, separated, widowed, or in a domestic partnership?

	Unweighted frequencies	Weighted percentages
Single	318	37.4
Married/domestic partnership	468	48.6
Divorced/separated/widowed	203	14.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

How many children 17 years or younger live in your household?

	Unweighted frequencies	Weighted percentages
No children in household	701	60.6
One or more children in household	301	39.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Politically, do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

	Unweighted frequencies	Weighted percentages
Liberal	387	41.8
Moderate	313	31.7
Conservative	264	26.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Are you a registered voter?

	Unweighted frequencies	Weighted percentages
Registered to vote	794	75.4
Not registered to vote	209	24.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

What is the last grade or level you completed in school?

	Unweighted frequencies	Weighted percentages
High school or less	522	56.2
College degree	338	31.1
Graduate degree	137	12.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

How many years have you lived in the Los Angeles region?

	Unweighted frequencies	Weighted percentages
Lived here 5 years or less	79	8.5
Lived here 6-15 years	127	13.5
Lived here 16-25 years	206	26.4
Lived here 25+ years	590	51.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

I am going to read some income categories. Please stop me when I reach the category that best describes your total household income.

	Unweighted frequencies	Weighted percentages
Under \$40K	419	44.4
\$40K-<\$70K	164	19.5
\$70K-<\$100K	139	15.3
\$100K-<\$150K	91	10.8
\$150K+	79	10.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

If you were asked to use one of these five commonly used names for the social classes, which would you say you belong in:

	Unweighted frequencies	Weighted percentages
Upper class	167	18.6
Middle class	390	40.5
Lower class	411	40.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

What is your gender

	Unweighted frequencies	Weighted percentages
Male	404	48.6
Female	601	51.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.

Do you personally identify as a member of the LGBTQ (lesbian, gay, bisexual, transgender, or queer) community?

	Unweighted frequencies	Weighted percentages
Identify as LGBTQ	74	8.3
Do not identify as LGBTQ	908	91.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,008 adult City of LA respondents of the 2019 Los Angeles Public Opinion Survey.